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1946

CONSUMER TIME

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MODERN WONDER FOODS

NETWORK: NBC

DATE: September 30, 1944

ORIGIN: WRC - NBC New York

TIME: 12:15-12:30 PM- EWT

(Produced by the Office of Distribution of the War Food Administration, this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of this program...presented for more than eleven years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE....MONEY IN TILL

2. JOHN: It's CONSUMER TIME!

3. SOUND: CASH REGISTER....CLOSE DRAWER.

4. ANNCR: During the next 15 minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.

5. FREYMAN: Well, Johnny...we're going to tell some wonderful stories today... stories about some of the spectacular, exotic and otherwise astonishing new developments in food! Foods of tomorrow...foods we'll very likely be enjoying after the war.

6. JOHN: Now although these are true stories, we admit they're strange enough to sound like "tall tales" to our CONSUMER TIME listeners.

7. FREYMAN: So...to help us tell these amazing stories...we have with us, none other than that famous comedian and maestro of tall tales...

Mr. Harry Hershfield, star of the popular NBC show "Can You Top This"!

8. JOHN: And in a moment we're going to hear from the hilarious Hershfield himself, as he helps relate some of the newest discoveries in foods

9. FREYMAN: With him is (announcer), who is going to tell Harry about some big new food discovery...some modern wonder food...something really startling.

10. JOHN: Then Harry Hershfield is going to try to top the tale, with another new story on food.

11. FREYMAN: Can Harry Hershfield top it? Well...he's at least going to have a

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5. FREYMAN:



10. JOHN: So here is what's going to happen on CONSUMER TIME today.. Waiting for us in New York is Harry Hershfield, as we told you...the great "Can You Top This" radio star. With him is (announcer) . Now, (Announcer) is going to tell Harry about some big new food discovery...some modern wonder food...something really startling...
11. FREYMAN: And then Harry Hershfield is going to come back at him with another story on a strange new food. He's going to try to top the tale that (announcer) has told him.
- ENGINEER: WATCH SWITCH COMING UP....12:15:30 PM- EWT...CUE IS UNDERLINED.
12. JOHN: Sounds like a battle...and a laugh every minute. So...let's turn the program over to (announcer), and Harry Hershfield! We take you now to New York.
13. NY ANNCR: Hello, CONSUMER TIME friends! First, I want to introduce our guest, Mr. Harry "Can-You-Top-This" Hershfield. In just a moment we're going to try to out-do each other in a free-for-all story-telling contest on foods of tomorrow; on some of the spectacular and sensational new discoveries in foods. First I'll tell one, and Harry, well, he'll try to top me with one of his. And here he is...that <sup>great</sup> radio comedian...our guest star...Harry Hershfield!
- AUDIENCE APPLAUSE:
14. HERSHFIELD: Hello, there, hello...to begin with, here's a good one. It seems that there were these two Irish potatoes....
15. ANNCR: Now wait a minute, Harry.
16. HARRY: Wait for what?
17. ANNCR: It isn't your turn. I go first, remember.
18. HARRY: You go first. Oh, oh, my mistake.
19. ANNCR: I'll explain once more, Harry. I'm going to tell you a true story about a brand new, sensational discovery in food.
20. HARRY: Something new to eat?
21. ANNCR: Exactly. Or a different way to cook it...something brand new...





22. HARRY: Oh, you mean like cook on something hot. I got it. A stove.
23. ANNCR: No, Hershfield. See, I tell you this brand new true story about food and you...
24. HARRY: I top it.
25. ANNCR: You try to top it.
26. HARRY: I top it. O.K. go ahead.
27. ANNCR: Now remember, our subject is food...and it's got to be true. All right. Now, tomorrow's October first, Harry. I'll start off with something timely. Pumpkins.
28. HARRY: (AD LIBS ASSENT...Pumpkins...all right...etc.)
29. ANNCR: Now...the latest discovery is...that pumpkins can be grown on bushes! It's true...the Department of Agriculture says so. You don't have to be a farmer with a lot of acres of ground to grow pumpkins. Just plant a pumpkin bush in your own back yard...pick 'em off the branches. They're bigger and better too. Top that one, Harry.
30. HARRY: (AD LIB TO THE EFFECT OF "THAT STORY REMINDS ME OF THE ONE ABOUT"... ETC...THEN INTO ROUTINE ABOUT..."SO YOU WANT A STORY ON SOMETHING NEW IN FOOD, EH?"...THEN INTO...) All right. You can make milk out of soybeans! Did you know that? You soak 'em and skin 'em and grind 'em up. Mix them with water, and so forth...and you've got a delicious, nourishing milk! People who can't drink cow's milk really go for it. You can't tell a better one than that. Milk out of soybeans.
31. ANNCR: All right, Harry, you're pretty good. But top this one if you can! They've discovered a cream that whips itself! Yep, it comes in a can, and as soon as the can is opened, the cream starts beating itself from a liquid to a froth. It's true, Harry, and it may be on the market by the time the war is over. The cream that whips itself. O.K. Harry...take it away.

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2. The second part of the paper

3. The third part of the paper

4. The fourth part of the paper

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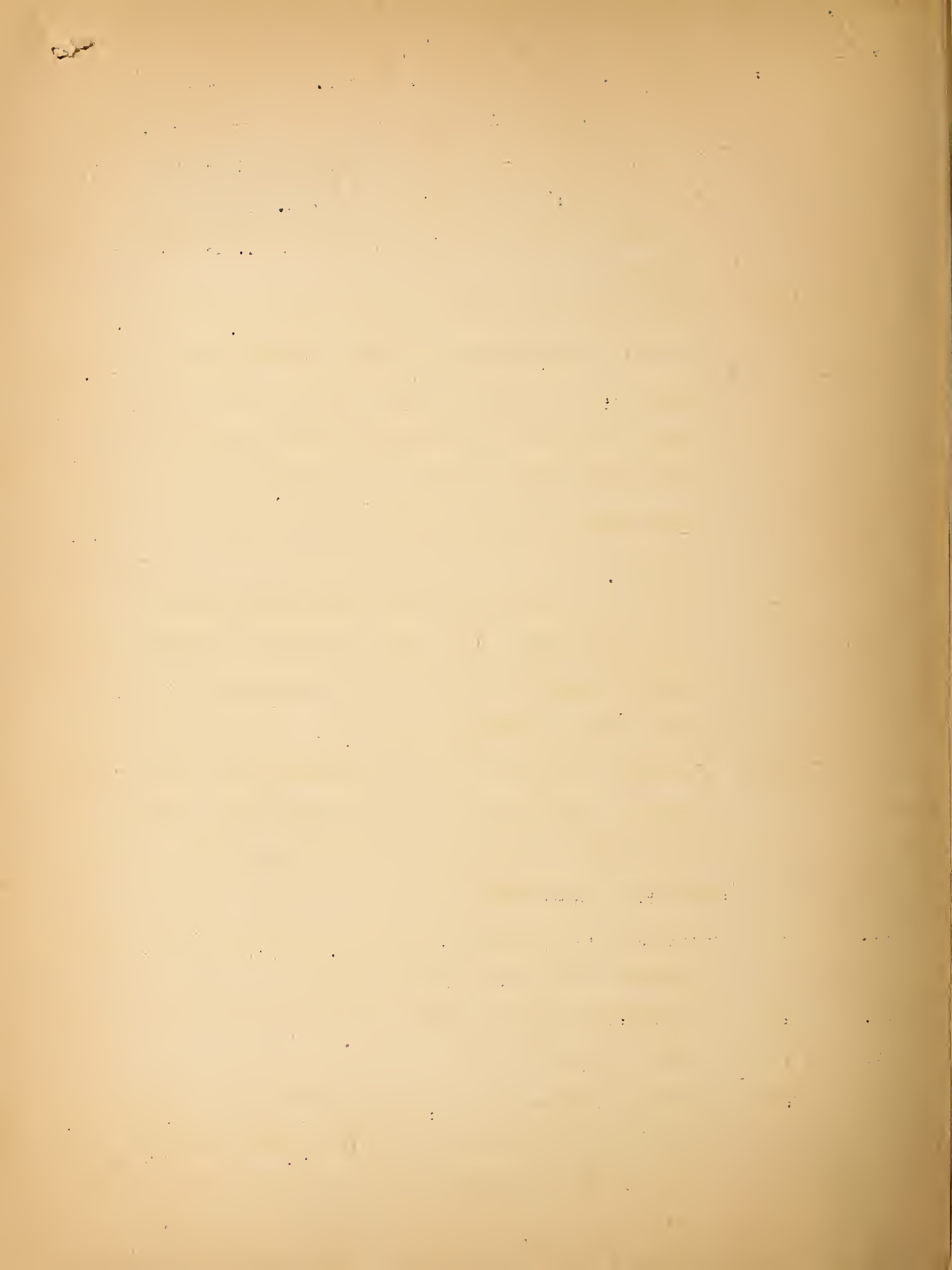
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32. HARRY: Very well. I've got you now. Listen. We may be eating the wrappings on our foods as well as the foods themselves. Not because we're that hungry, but because, well scientists have invented a wrapper for food that's good to eat. (Now all they gotta do is invent edible plates and forks and spoons...to save washing dishes.
33. ANNCR: Pretty good, Harry. Food wrapping you can eat. But here's one to bite on. Listen...they're talking about "sky-freezing" meat! They say it's possible to put the meat on a specially built airplane...in Chicago, for instance. Then the pilot flies right up into the stratosphere...heads for New York. By the time he lands at La Guardia airfield, all the meat in the plane has been quick frozen.
34. HARRY: And the New York Butchers put up signs: "special today...Stratosphere lamb chops!" Then....(AD LIB INTO GAG IF PRECEDING STORY SUGGESTS ONE...THEN CONTINUE WITH....) Now...hold on to your hat, brother...another modern wonder food. You talked about a cream that whips itself. Now here's a soup that cooks itself. They've invented a soup can that is bisected by a fuse. Light the fuse and it burns long enough to heat the soup. The Army is already using it. Like that?
35. ANNCR: Pretty good story, Harry, but top this. They've got a waffle iron that puts your monogram on the waffles.
36. HARRY: O.K. They're bombing apples.
37. ANNCR: I don't get it.
38. HARRY: They're bombing apples in storage...with a special gas! You see, one overripe apple gives off enough of a certain fume to spoil a hundred good apples. So scientists have invented a gas bomb that destroys these fumes...and all the apples are saved. They even taste better, too. Top that one.



39. ANNCR: That's all right, Harry. But just listen to this. It's about wine. Seems as how the French have invented a way of aging wine by ultra-violet rays. This wine is said to have the clear color and fine bouquet of vintage wine. Even the experts can't tell the difference...between old wine and this new wine, aged by ultra-violet rays. Take it away, Harry!
40. HARRY: (AD LIB STORY...AND THEN GO INTO...) But you want another story on a modern wonder food! All right, here goes. They're developing Grapes without seeds. Yes, and seedless pears, peaches, and tomatoes too. Scientists have found that when they spray fruit flowers with a certain chemical, the flowers will bear fruits that have no seeds. Now, in case you don't know it, tomatoes grew faster, bigger, and meatier without seeds. So there's another modern food discovery. Seedless fruits and vegetables.
41. ANNCR: Very good...but can you do better than this one? They're breeding pygmie sheep...tiny sheep with small bones...so you can buy little legs of lamb, at your market.
42. HARRY: (AD LIB GAG HERE....CONTINUE INTO...) But let's see now...let me try to top that one on the "little legs of lambs". Here's a good one. We may be eating honey for vitamins, or medicine before long. Some Russian scientist has put some bees to work making vitaminized and medicated honey... He keeps 'em away from the flowers...and makes them eat special syrup that has been treated in some way with medicine for instance...and lo and behold the honey turns out medicated. Simple isn't it.
43. ANNCR: Very interesting my dear Hershfield, but here's a better one on honey. If you're having trouble finding enough butter...try the new honey that doesn't drip. It's made so stiff and hard that you can cut it up in squares and serve it like butter.

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44. HARRY: (TELL STORY HERE) But now I've got one to top yours! They're dehydrating beverages...and putting them in pellet form. Like little pills, you simply drop them in water. It'll be nice when you can carry around a pocketful of dry martinis, eh (announcer)? Try and beat that one.
45. ANNCR: All right. They've made a yeast that they say can take the place of meat. It tastes like meat, and has a lot of Vitamin B and proteins. Making meat out of yeast...How about that, Harry?
46. HARRY: (TELL STORY) Now listen. I have one on onions. Says here they're a Victory Food Selection this month...What's that?
47. ANNCR: That means they're plentiful and you ought to buy 'em. Now what about onions?
48. HARRY: Well, seems as how my grandmother was always using them for medicinal purposes, one way or another. Now I hear they really do have a mysterious substance that kills bacteria. The Russian Army is using them to help heal wounds. Onions! Top that.
49. ANNCR: Well, here's one. After the war we'll very likely have special ultra-violet lights installed in our refrigerators. The ultra-violet rays will kill germs in the food.
50. HARRY: Oh...if we're going to talk about rays and stuff like that...here's one that'll beat everything! We may soon be cooking by radio. Radio waves can cook your ham and eggs in just a few seconds. No fooling, now. You can focus high-frequency radio waves on, say, a roast of beef, and it'll be thoroughly done in a couple of minutes! (LET THIS LEAD INTO A STORY...)
51. ANNCR: All right...all right, Harry...you win with that one. And now I'm sorry to see that our time is up. But thanks a lot for being with us today on CONSUMER TIME, Harry Hershfield...and for telling us about some brand new wonder foods. We'll be listening to you tonight at 9:30 o'clock, on the "Can You Top This" show, over the NBC network...

1. The first part of the paper is devoted to a general discussion of the problem.

2. In the second part, we shall consider the special case of a uniform field.

3. The third part is devoted to the case of a non-uniform field.

4. Finally, in the fourth part, we shall discuss the results of our calculations.

5. The paper concludes with a summary of the main results.

6. The author wishes to express his thanks to the referee for his valuable remarks.

7. The work was supported by the National Science Foundation.

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ENGINEER: WATCH SWITCH COMING UP....12:27 PM- EWT...CUE IS UNDERLINED.

52. HARRY: AD LIB GOODBYES, ETC.

AUDIENCE APPLAUSE

53. ANNCR: We return you now to CONSUMER TIME in Washington, D. C.

54. FREYMAN: (LAUGH) Well, Johnny, I guess they really told us, didn't they.  
I never dreamed there were so many strange new discoveries in food.

55. JOHN: I like the idea of growing pumpkins on a bush...

56. FREYMAN: Well, frankly, I'm pretty intrigued with the prospect of cooking dinner in two minutes flat.

57. JOHN: Just like a woman. And I suppose you like the thought of dozing in the kitchen while the cream whips itself.

58. FREYMAN: Oh, sure, Johnny. But I think we'd better make one thing pretty clear...and that is...that lots of these new food inventions aren't available yet. A good many of them are still in laboratories. Lots of them will probably be on the market after the war...we'll just have to wait and see.

59. JOHN: Anyway, it's sort of a preview of things to come. It was very good of Harry Hershfield to be with us today.

60. FREYMAN: I understand this is the second anniversary of the "Can You Top This" program...we'll have to listen tonight.

61. JOHN: Indeed we will, and now, Mrs. Freyman...what are we going to do next week on CONSUMER TIME?

62. FREYMAN: Well, Johnny, today we talked about what's new in foods...what we may expect after the war. Next week we're going to talk about new developments in housing.

63. JOHN: You mean like houses made out of glass...and furnaces you can carry under your arm....



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64. FREYMAN: Well, thing like that, Johnny. But most of all, we're going to tell about/<sup>the</sup> practical side of post-war housing. The kind of houses we will actually be able to build, immediately after the war. There are lots of new developments and inventions that will make your post-war house pretty wonderful, all right.

65. JOHN: I want a flat roof on mine, of course. So I can land my Autogyro.

66. FREYMAN: Why of course, Johnny. You just listen next week to another edition of....

67. SOUND: CASH REGISTER

68. ANNCR: CONSUMER TIME!

69. SOUND: CASH REGISTER

70. JOHN: How your money buys a living in wartime.

71. SOUND: CASH REGISTER...CLOSE DRAWER.

72. ANNCR: CONSUMER TIME, written by Christine Kempton, is presented by the War Food Administration through the facilities of the National Broadcasting Company and its affiliated independent stations. This broadcast period for CONSUMER TIME has been made available as a public service.

This is the National Broadcasting Company.

